UEFA EURO 08: Can it help sports for all?

October 29, 2007; Play the Game, Iceland

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UEFA EURO 2008
and the Swiss Confederation

• Confederation Investment  
  (Cantons and Host Cities CHF 100 mio)  
  CHF 83 mio

• Security  
  CHF 36 mio

• Reserve (security)  
  CHF 10 mio

• Infrastructure  
  CHF 11 mio

• Transportation  
  CHF 4 mio

• Location promotion  
  CHF 10 mio

• General management  
  CHF 7 mio

• National projects and initiatives  
  CHF 5 mio
Principles

• Promotion of sport and physical activity through UEFA EURO 2008: Utilize EURO as a motor to get people to be and stay active

• Involve the whole population (focus on children and youth)

• Sustainability: use existing programs whenever possible
Youth+Sport: Courses for kids (5-10)

- "Youth+Sport" is the largest sports promotional instrument of the Confederation
- since 1972, focus on clubs
- 2005:
  - 550'000 youth (age 10-20)
  - 50'500 courses and camps
  - 100'000 instructors
  - 75 disciplines
  - 90 % of all 12 year olds
  - Subsidies: CHF 56 mio
Youth+Sport: Courses for kids (5-10)

- **NEW: Courses for kids (5-10)**

- **Goals**
  - Daily physical activity for kids and youth
  - Age adequate courses of high quality

- **Organization**
  - 300 groups in pilot phase 2007/2008
  - Optional school sports
  - Teacher education

- **After EURO**
  - Preparation of nationwide offers in schools (2008) and clubs (2009)
  - Government funding (work in progress)
Schools on the move: Football +

• "Schools on the move" is the program for more physical activity at school

• Goals
  • Daily physical activity for children and youth
  • Make sport and physical activity a daily habit

• 2005/2006
  • 2500 classes
  • 50'000 children and youth
  • 100 years of accumulated additional physical activity
Schools on the move: *Football +*

- **Organization**
  - Classes of all age groups (focus primary school)
  - 2500 classes for 2007/08
  - 20 min. daily physical activity (in addition to physical education)
  - Modules: "basic", "Football +"
  - May 23, 2008: Sports day with 1000 kids

- **After EURO**
  - Program development, new modules
  - Higher participation numbers
  - Current effect: higher numbers, esp. in "basic" module
EUROSCHOOLS 2008

EUROSCHOOLS 2008 THE OFFICIAL SCHOOL PROJECT TO MARK THE UEFA EURO 2008™

• Binational school program of UEFA EURO 2008

• Goals
  • Become ambassadors for 53 UEFA countries
  • Learn about fairplay and dialogue between cultures

• Organization
  • 200 classes in Switzerland and Austria (12-15 yrs.)
  • Fairplay football tournaments

• After EURO:
  • FIFA World Cup 2010
Initiatives of the Swiss Football Association

- **Challenge**
  - Some 30'000 new players (boys and girls)
  - Waiting lists due to lack of coaches and football fields

- **Initiatives**
  - "Kids Festival"
  - "Football goes to School"
  - "Clubs find coaches"
Switzerland on the Move: Fit for EURO

- *Switzerland on the Move: the Swiss Sports Week*

- Goals
  - More physical activity in cities and communities
  - Cooperation within cities and communities

- 2005-2007
  - Low budget production
Switzerland on the Move: Fit for EURO

- *Fit for EURO will be the largest sports for all event in Switzerland in 2008 – and a huge party*

- **Organization**
  - May 3-11, 2008
  - City Challenge on the "EURO-Trail"
  - 250 cities and communities
  - 250'000 participants
  - Fun and activity for everybody

- **After EURO**
  - Development of program
  - New partners
Conclusions

- Very high interest in existing programs
- Moderate interest in new projects
- Final results only after EURO 2008
Further Information

- [www.switzerland.com/school](http://www.switzerland.com/school)
- [www.schweizbewegt.ch](http://www.schweizbewegt.ch)
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